

Ally Invest Introduces Diverse Set of Commission-Free Exchange-Traded Funds

Ally Customers Gain Access to the Full Range of WisdomTree ETFs in Addition to Environmental, Social and Governance Sustainable ETFs and More

CHARLOTTE, N.C., Aug. 27, 2018 -- Providing customers a greater opportunity to diversify their investments and specialize in any corner of the market, Ally Invest today announced a unique set of more than 100 commission-free exchange-traded funds (ETFs) available now to customers through its online trading platform. Ally Invest offers all WisdomTree ETFs commission-free, as well as a number of other commission-free funds, including ones focused specifically on the environmental, social and governance sector.

"ETFs are investment funds traded on stock exchanges, much like stocks, that appeal to all types of investors – from passive investors who want to diversify their portfolios to more active investors who are looking to use sector or specialty funds to gain more exposure to a particular segment of the market," said David Dusseault, executive director of Ally Invest. "We're proud to introduce commission-free ETFs from some of the industry's most innovative and admired providers and give our customers even more choice when it comes to their investing preferences."

WisdomTree offers a full range of ETFs covering domestic, international and global equities, fixed income, currencies, commodities and alternative strategies. The company pioneered the concept of fundamentally weighted ETFs (also referred to as "smart beta") and active ETFs.

In addition to the WisdomTree ETFs, more than 30 iShares® ETFs from BlackRock are offered by Ally Invest to give investors further opportunities to diversify and integrate socially-conscious investing into their portfolios with a range of markets and strategies to suit a variety of investment goals. Common themes for socially-responsible funds include investments in companies engaged in social justice, environmental sustainability and alternative energy/clean technology efforts.

"Ally and WisdomTree share a similar philosophy of using innovation to deliver the very best value for investors," said Kurt MacAlpine, WisdomTree executive vice president and global head of distribution. "Particularly in today's investing climate, we believe investors shouldn't have to choose between cost efficiency and performance potential. Our Modern Alpha™ investment strategies combine the outperformance potential of active management with the structural benefits of ETFs to offer investors products that are built for performance."

Ally Invest will be notifying customers in the coming months of free educational offerings to equip them to trade ETFs more knowledgeably and strategically. The [commission-free ETFs](#) are available immediately from Ally Invest.

Ally Invest is the brokerage and wealth management offering from Ally that exists alongside the firm's award-winning online banking products. Ally Invest offerings consist of a low-cost trading platform for self-directed investors, as well as a suite of affordable, automatically-managed investment portfolios, both delivered through a fully-transparent online process. The combination of low-cost investing with Ally's competitive deposit products gives customers a powerful value proposition for managing their financial well-being.

About WisdomTree

WisdomTree Investments, Inc., (NASDAQ: WETF) through its subsidiaries in the U.S., Europe and Canada (collectively, "WisdomTree"), is an exchange-traded fund ("ETF") and exchange-traded product ("ETP") sponsor and asset manager headquartered in New York. WisdomTree offers products covering equities, fixed income, currencies, commodities and alternative strategies. WisdomTree currently has approximately \$58.8 billion in assets under management globally.

About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company with assets of \$171.3 billion as of June 30, 2018. As a client-centric company with passionate customer service and innovative financial solutions, Ally is relentlessly focused on "Doing it Right" and being a trusted financial partner for its consumer, commercial, and corporate customers. Ally's award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage-lending services and a variety of deposit and other banking products, including CDs, online savings, money market and checking accounts, and IRA products. Ally also promotes the Ally CashBack Credit Card. Additionally, Ally offers securities brokerage and investment advisory services through Ally Invest. Ally remains one of the largest full-service auto finance operations in the country with a complementary auto-focused insurance business, which together serve more than 18,000 dealer customers and millions of auto consumers. Ally's robust corporate finance business offers capital for equity sponsors and

middle-market companies.

For more information and disclosures about Ally, visit <https://www.ally.com/#disclosures>.

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